

In the Claims:

1. (Previously Presented) A method where a promoter receives advertisements as a means of full or partial compensation from a product or service offering entity for each new product or service account sign-up of end users generated by said promoter, comprising:

- a. providing a file comprising said advertisements for said promoter;
 - b. storing said file on a computer readable medium;
 - c. providing a promoter code that cross references said promoter code to said file information on a computer readable medium;
 - d. distributing said account applications comprising said promoter code;
 - e. processing redeemed applications comprising said promoter code;
 - f. establishing said accounts for said end users based on said processing of said redeemed account applications comprising said promoter code;
- and
- g. issuing communications to said end users of said accounts, where said communications comprise said file information comprising said advertisements, as referenced by said promoter coding information,

wherein said promoter (i) is ~~different than~~ not said offering entity, (ii) and said offering entity is does not provide financial cards for purchase of products or services provided by said promoter, or (iii) does not co-brand a financial card with said offering entity merchant.

2. (Previously presented) The method of claim 1, wherein said method is conducted by said offering entity, or indirectly by a third party retained by, referred by, or linked via Internet or intranet with said offering entity, or by any combination of said offering entity and said third party.

3. (Canceled).
4. (Previously presented) The method of claim 1, wherein said account applications and said accounts relate to a financial card account and wherein said communications relate to the activity of said account or relate to reminders, tips or suggestions selected from at least one selected from a health or non-health related reminders, tips, or suggestion or an advertisement.
5. (Previously presented) The method of claim 1, wherein said communications include information selected from information related to the activity of said accounts health related reminders, tips or suggestions; non-health related reminders, tips or suggestions; said advertisements or any combination thereof.
6. (Previously presented) The method of claim 1, wherein said communication include advertisements from a primary advertising entity or a third-party advertising entity.
7. (Canceled).
8. (Canceled).
9. (Canceled).
10. (Canceled).
11. (Canceled).
12. (Canceled).
13. (Canceled).
14. (Previously presented) The method of claim 1, wherein said advertisements ~~appears~~ in said communications for a time period set by said offering entity.

15. (Previously presented) The method of claim 1, wherein said offering entity-charges fees to said promoter for one selected from maintaining, accessing, or modifying said file information.

16. (Canceled).

17. (Canceled).

18. (Canceled).

19. (Canceled).

20. (Previously presented) The method of claim 1, wherein said promoter may add, modify, revise, or delete information that will appear in said communications.

21. to 42. (Canceled).

43. (Currently Amended) A system where a promoter receives advertisements as a means of full or partial compensation from a product or service offering entity for each new product or service account sign-up of end users generated by said promoter, comprising:

- a. a system component for providing a file comprising said advertisements for said promoter;
- b. a system component for storing said file on a computer readable medium;
- c. a system component for providing a promoter code that cross references said promoter code to said file information on a computer readable medium;
- d. a system distributing said account applications comprising said promoter code;
- e. a system component for processing redeemed applications comprising said promoter code;

- f. a system component for establishing said accounts for said end users based on said processing of said redeemed account applications comprising said promoter code;
and
 - g. a system component for issuing communications to said end users of said accounts, where said communications comprise said file information comprising said advertisements, as referenced by said promoter coding information,
- wherein said promoter (i) is ~~different than~~ not said offering entity, (ii) and said offering entity is does not provide financial cards for purchase of products or services provided by said promoter,
or (iii) does not co-brand a financial card with said offering entity merchant.

44. (Original) The system of claim 43, wherein said method is conducted by said offering entity, or indirectly by a third party retained by, referred by, or linked via Internet or intranet with said offering entity, or by any combination of said offering entity and said third party.

45. (Original) The system of claim 43, wherein said account applications and said accounts relate to a financial card account and wherein said communication[s] relate to the activity of said account or relate to reminders, tips or suggestions selected from at least one selected from a health or non-health related reminder, tip, or suggestion or an advertisements.

46. (Original) The system of claim 43, wherein said communication include information selected from information related to the activity of said accounts health related reminders, tips or suggestions; non-health related reminders, tips or suggestions; said advertisements or any combination thereof.

47. (Original) The system of claim 43, wherein said communication include advertisements from a primary advertising entity or a third-party advertising entity.
48. (Original) The system of claim 43, wherein said advertisement appears in said communications for a time period set by said offering entity.
49. (Original) The system of claim 43, wherein said offering entity charges fees to said promoter for one selected from maintaining, accessing, or modifying said file information.
50. (Original) The system of claim 43, wherein said promoter may add, modify, revise, or delete information that will appear in said communications.
51. (New) A method where a product or service promoter receives advertisements as a means of full or partial compensation from a financial card offering entity for each new financial card account sign-up of end users generated by said promoter using account applications, comprising:
- a. providing a file comprising said advertisements for said product or service promoter;
 - b. storing said file on a computer readable medium;
 - c. providing a promoter code that cross references said promoter code to said file information on a computer readable medium;
 - d. distributing said account applications comprising said promoter code;
 - e. processing redeemed offering entity account applications comprising said promoter code;
 - f. establishing said accounts for said end users based on said processing of said redeemed account applications comprising said promoter code;

and

- g. issuing communications to said end users of said accounts, where said communications comprise said advertisements, as referenced by said promoter coding information,

wherein said promoter (i) is not said financial card offering entity, (ii) does not provide financial cards for purchase of products or services provided by said promoter, and (iii) does not co-brand a financial card with said offering entity.

52. (New) The method of claim 51, wherein said method is conducted by said offering entity, or indirectly by a third party retained by, referred by, or linked via Internet or intranet with said offering entity, or by any combination of said offering entity and said third party.

53. (New) The method of claim 51, wherein said account applications and said accounts relate to a financial card account and wherein said communications relate to the activity of said account or relate to reminders, tips or suggestions selected from at least one selected from a health or non-health related reminder, tips, or suggestion or an advertisement.

54. (New) The method of claim 51, wherein said communications include information selected from information related to the activity of said accounts health related reminders, tips or suggestions; non-health related reminders, tips or suggestions; said advertisements or any combination thereof.

55. (New) The method of claim 51, wherein said communication include advertisements from a primary advertising entity or a third-party advertising entity.

56. (New) The method of claim 51, wherein said advertisements-appears in said communications for a time period set by said offering entity.
57. (New) The method of claim 51, wherein said offering entity-charges fees to said promoter for one selected from maintaining, accessing, or modifying said file information.
58. (New) The method of claim 51, wherein said promoter may add, modify, revise, or delete information that will appear in said communications.
59. (New) A system where a product or service promoter receives advertisements as a means of full or partial compensation from a financial card offering entity for each new financial card account sign-up of end users generated by said promoter, comprising:
- a. a system component for providing a file comprising said advertisements for said promoter;
 - b. a system component for storing said file on a computer readable medium;
 - c. a system component for providing a promoter code that cross references said promoter code to said file information on a computer readable medium;
 - d. a system distributing said account applications comprising said promoter code;
 - e. a system component for processing redeemed applications comprising said promoter code;
 - f. a system component for establishing said accounts for said end users based on said processing of said redeemed account applications comprising said promoter code;
- and

g. a system component for issuing communications to said end users of said accounts, where said communications comprise said file information comprising said advertisements, as referenced by said promoter coding information, wherein said promoter (i) is not said offering entity, (ii) does not provide financial cards for purchase of products or services provided by said promoter, and (iii) does not co-brand a financial card with said offering entity.

60. (New) The system of claim 59, wherein said method is conducted by said offering entity, or indirectly by a third party retained by, referred by, or linked via Internet or intranet with said offering entity, or by any combination of said offering entity and said third party.

61. (New) The system of claim 59, wherein said account applications and said accounts relate to a financial card account and wherein said communication[s] relate to the activity of said account or relate to reminders, tips or suggestions selected from at least one selected from a health or non-health related reminder, tip, or suggestion or an advertisements.

62. (New) The system of claim 59, wherein said communication include information selected from information related to the activity of said accounts health related reminders, tips or suggestions; non-health related reminders, tips or suggestions; said advertisements or any combination thereof.

63. (New) The system of claim 59, wherein said communication include advertisements from a primary advertising entity or a third-party advertising entity.

64. (New) The system of claim 59, wherein said advertisement appears in said communications for a time period set by said offering entity.

65. (New) The system of claim 59, wherein said offering entity charges fees to said promoter for one selected from maintaining, accessing, or modifying said file information.
66. (New) The system of claim 59, wherein said promoter may add, modify, revise, or delete information that will appear in said communications.